

AN AMERICAN INSTITUTE
SEMINAR
FEATURING
Individualized Coaching

Aug 77

WRITING SKILLS

for the EDP Professional

A special program combining
two days of intensive workshop
with a six month learning experience



HARTFORD, CONN.
PITTSBURGH, PA.

CHICAGO, ILL.
ATLANTA, GA.

BALTIMORE, MD.
NEW YORK, N.Y.

WRITING SKILLS

for the EDP Professional

Workshop Locations

HARTFORD, CONNECTICUT
SEPTEMBER 26-27
CHICAGO, ILLINOIS
SEPTEMBER 28-29

BALTIMORE, MARYLAND
OCTOBER 11-12
PITTSBURGH, PENNSYLVANIA
OCTOBER 13-14

ATLANTA, GEORGIA
OCTOBER 25-26
NEW YORK, NEW YORK
OCTOBER 27-28

the ability to communicate: a necessity for the EDP Professional

Writing—an essential professional skill

Written communications are an important part of a data processing professional's work. Important facts, analyses, and key recommendations come to life when expressed in clear written form. In today's organizations, an EDP specialist is a weak voice if he cannot communicate in writing.

The EDP professional who can write well makes efficient use of his time. His reports are on time and consume the fewest possible man-hours in preparation: his written material is tangible proof of clear thinking. His writing skill contributes to his organization's progress and enhances his own personal career development.

Writing — a learnable skill

Writing skills can be improved. The American Institute uses tested teaching

techniques to improve writing skills. A Communications Planning Worksheet helps the writer focus on his reader, his message and format of his written communication. Fifteen written exercises show the participant how to compose his message. The seminar participant is taught the essentials of business grammar and simple ways to maintain clarity. During the entire two days he is actively involved in the writing process.

A successful teaching method

Workshop participants learn writing skills in two phases. The first phase is described in the Workshop Syllabus. The second phase, the Individualized Coaching Program, is in effect for six months after the seminar and helps the attendee with his writing after he returns to his job. The Individualized Coaching Program encourages

the participant to submit copies of his written communications to the Course Director for editing or critique. The material will then be returned with suggestions for improvement.

Attending the Workshop

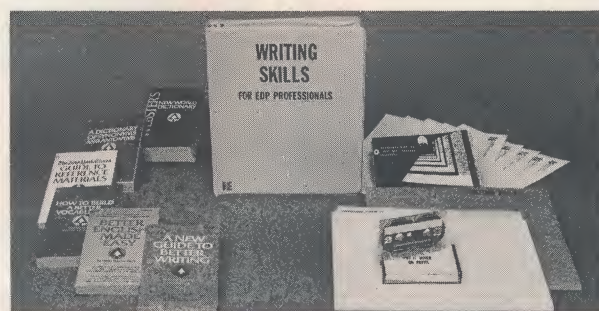
The American Institute for Professional Education again presents this intensive two-day seminar/workshop for EDP professionals. The course is designed for rapid improvement of the participant's basic writing skills. Sessions have been scheduled in the cities shown above. American Institute seminars are consistently rated by attendees as the finest professional education available.

Class size is limited. To reserve space, please call our Registrar, Patricia Crane, at (201) 377-7400.

Course Director

H. THURSTEN CLARKE

H. Thursten Clarke is a training expert in effective business writing. In the past ten years, over 1500 professionals have taken his writing skills course. He has consulted with the largest corporations on communications skills. Besides his training work, Mr. Clarke has served as an editor, publisher, and writer in the print media. Mr. Clarke's work in improving the technical writing has earned him acceptance as an Associate Member of the Institute of Electrical and Electronics Engineers. He is the author of numerous articles and specialized writing manuals, and as head of his own consulting firm, lectures throughout the country on effective writing and report compilation.



COURSE MATERIALS—Writing Skills Workbook/Communications Planning Kit/Webster's New World Dictionary/Webster's New World Thesaurus/New York Times Guide to Reference Material/How to Build Vocabulary/Speed Reading Made Easy/New Guide to Better Writing

Workshop Syllabus

DAY ONE

- 8:45-9:00 Registration
- 9:00-9:15 Introduction
Why Professionals Must Write
Writing — A Learnable Skill
Clear Thinking with a Pencil in Hand
Writing and Professional Advancement
Say Goodbye to the "CYA" Memo
- 9:15-9:45 **Focus 1: The Reader**
1. Isolating Key Readers
2. Writing to Senior Management
 a. Information Needs
 b. Technical Proficiency
 c. Response Probability
3. The Magic of Empathy
- 9:45-10:00 Mini-forum: Bridging the "Technical Gap"
- 10:00-10:15 Exercise #1: The Reader
- 10:15-10:30 Coffee Break
- 10:30-10:45 Exercise #2
- 10:45-12:00 **Focus 2: The Media**
1.. Decision Memos
2. Proposals
3. Progress Reports
4. System Studies
 a. For Internal Distribution
 b. For the User Department
5. Specifications
- 12:00-12:30 Group Problem: Format and Contents
- 12:30-1:30 Luncheon
- 1:30-2:45 **Focus 3: The Structure**
1. The Communication Planning Worksheet (CPW)
2. Outlining
3. Formal Structure and Logic Flow
4. Making the Point
- 2:45-3:00 Exercise #3
- 3:00-3:15 Coffee Break
- 3:15-3:45 **Focus 3 (Continued)**
5. Building Outlines
 a. Letters
 b. Proposals
 c. Reports
 d. Using the CPW
- 3:45-4:30 Group Exercise: Planning the Message

DAY TWO

- 8:30-9:00 Earlybird Session
- 9:00-9:30 Feedback on Exercise #3

- 9:30-10:30 **Focus 4: The Message**
1. Fear of Communicating
2. Hidden Assumptions
- 10:30-10:45 Coffee Break
- 10:45-11:15 Facts Leading to Conclusions
3. Factual Setting
4. Group Problem
- 11:15-12:30 **Focus 5: Efficient Writing**
1. Start with the Communication Planning Worksheet
2. How to Stop Writing
3. Brevity, Clarity, and Completeness
4. Using a Secretary Effectively
5. Time Budgets
6. Mental Stalls
7. Dictation Equipment
- 12:30-1:30 Luncheon
- 1:30-2:00 Exercise #4: The CPW, Part II
- 2:00-2:15 Feedback on Exercise #4
- 2:15-3:00 **Focus 6: The Mechanics**
1. Vocabulary
 a. Buzz Words
 b. The Dictionary
 c. The Thesaurus
2. Grammar
 a. Common Errors in EDP Writing
3. Punctuation and Sentence Structure
- 3:00-3:15 Exercise #5: Grammar
- 3:15-3:30 Coffee Break
- 3:30-3:45 Exercise #6: Punctuation
- 3:45-4:15 A Self-Improvement Program
1. How to Edit
2. How to Test Your Writing
3. How to Measure Improvement
- 4:15-4:30 Mini-Forum: Goal Setting and Goal Attainment
- 4:30-5:00 The Individualized Coaching Program
1. Goals
2. Techniques
3. Instructions

Individualized Coaching Program

For six months after the Writing Skills Workshop, participants are asked to submit reports, memos, and other communications to the Course Director for review and critique. All written material will be edited and returned with suggestions for improvement. This **Individualized Coaching Program** has proved a valuable aid in helping professionals improve their writing. Past participants have found this unique tutorial concept produces effective, tangible results.

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for the EDP Professional

AMERICAN INSTITUTE FOR PROFESSIONAL EDUCATION
CARNEGIE BUILDING, HILLCREST ROAD, MADISON, N.J. 07940
(201) 377-7400

Hartford, Sep. 26-27

Hotel Sonesta
Constitution Plaza
Hartford, Connecticut 06103
(203) 278-2000

Chicago, Sep. 28-29

Ramada O'Hare Inn
Manneheim and Higgins Roads
Des Plaines, Illinois 60018
(312) 827-5131

Baltimore, Oct. 11-12

Friendship International Hotel
Baltimore International Airport
Baltimore, Maryland 21240
(301) 761-7700

Pittsburgh, Oct. 13-14

Sheraton Inn-Airport
1160 Thorn Run Road Extension
Coraopolis, Pennsylvania 15108
(412) 262-2400

Atlanta, Oct. 25-26

Sheraton Inn-Airport
1325 Virginia Avenue
East Point, Georgia 30344
(404) 768-6660

New York, Oct. 27-28

Barbizon-Plaza Hotel
106 Central Park South
New York, New York 10019
(212) 247-7000

REGISTRATION INFORMATION

DISCOUNT SCHEDULE: Single Registrations are \$395. Multiple registrations from the same organization are entitled to discounts as follows:

Second Registration, \$360;
Third and Additional, \$325

HOTEL ACCOMMODATIONS: Contact the hotel directly and reserve a room. **IMPORTANT!** To receive the group discount on your room rate, please inform the hotel that you are attending an American Institute seminar.

THE INDIVIDUALIZED COACHING PROGRAM: This follow-up service is available to all attendees at no additional charge. To review the comments of prior participants about this coaching program, please contact our Registrar, Patricia Crane.

WORKSHOP SCHEDULE: The workshop schedule is built around lectures, exercises and feedback sessions designed to maximize attendee involvement. No evening sessions are scheduled. Attendees are given an overnight assignment requiring one hour of preparation time.

1.5 CEU's AWARDED: The CEU (Continuing Education Unit) is the national standard for recognition of professional education outside the university. It has been adopted by extension divisions of 600 colleges, by numerous professional associations and by other educational groups throughout the country. A permanent record of CEU's earned is maintained by the American Institute.

ABOUT THE INSTITUTE

The American Institute for Professional Education, founded in 1972, is a non-profit corporation formed to serve the advanced educational needs of professionals. It seeks to provide educational programs unlike those available through other channels. These programs address both the management and technical problems engendered by rapid change in industry.

TRAINING DIRECTORS: For further information about convening this workshop inside your organization, please contact the Education Director at the above address. He will describe to you a variety of formats and approaches designed to tailor the workshop to your needs. He will also describe how a training director can audit the workshop on a complimentary basis.

Mail this Invitation or Call Us to Reserve Space at (201) 377-7400

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TYPE OF REGISTRATION

☐ Single \$395

☐ Multiple

(See discount schedule)

METHOD OF PAYMENT

☐ Check Enclosed

☐ Bill My Firm

CHOICE OF SESSION

☐ Hartford, Sep. 26-27

☐ Chicago, Sep. 28-29

☐ Baltimore, Oct. 11-12

☐ Pittsburgh, Oct. 13-14

☐ Atlanta, Oct. 25-26

☐ New York, Oct. 27-28

NAME & TITLE _____

NAME & TITLE _____

NAME & TITLE _____

ORGANIZATION _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

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